

Talbot County Tourism Board
Meeting Minutes
Wednesday, May 8, 2019
8:30 a.m.
215 Bay Street, Conference Room #1, Easton, MD 21601

I. Call to Order

Chairperson Judy Bixler called the meeting to order at 8:31 a.m.

Board Members Present: Judy Bixler, John Booth, Kelley Cox, Ian Fleming, Tracey Johns, Laura Price, Jeff Schneider, Al Silverstein, Kim Weller, Cassandra Vanhooser, Waitman Vanorsdale

Board Members Absent: Angela Eade, Harold Klinger, Mark Salter, Ben Simons

Recording Secretary: Candace Harris

Visitor: Samuel Shoge, Marci Leech, Dave Harper, Rachel

II. Approval of Minutes

Minutes from the March meeting were presented. Al Silverstein moved that the minutes be accepted with correction of spelling of Secretary Schulz name. John Booth seconded the motion, which passed by unanimous vote.

III. New Business

Dave Harper and Marci Leach visited the Tourism Board meeting to discuss workforce development programs at Chesapeake College. Mr. Harper noted that they have heard throughout the Route 50 corridor that businesses need better hospitality training. He said the college would be willing to work with a group of employers to bring the training to anyone who has at least 8 to 10 employees. Mr. Harper mentioned that per Ms. Vanhooser's request, Dr. Robert Thompson from Chesapeake College is currently working on a curriculum for training Tour Bus Guides.

Mr. Harper also spoke about curriculums and programs that Chesapeake College is developing for job training. He said Amber McGinnes is an excellent trainer who has come up with 10 modules for the workplace excellence series. Ms. Leach also mentioned that in addition to the workforce excellence series for the workers, the college will be offering supervisory training by the end of the summer. Carol Graser will be the supervisor level trainer.

Mr. Harper invited questions/comments from the Board. Mr. Vanorsdale noted that he would like to see front desk, problem solving, and hotel-related courses offered. He suggested having small workshops focusing on front desk training and conflict resolutions instead of long courses. Several board members said that they would be willing to send employees to these smaller workshops if they are affordable. One suggestion was to have these trainings at the library or a hotel meeting room. Ms. Leach said that they could offer a certificate at the end of each workshop.

Both Mr. Harper and Ms. Leach believe they can come up with some workshops that will meet the needs of hotels and restaurants. Ms. Vanhooser said she would write an email introduction with Dave Harper and the Board to start the process in developing the courses. She also said that we have email addresses of the tourism businesses in Talbot County for Dave and Marci to get the information out to the businesses.

IV. Old Business

Talbot Restaurant Week: Ms. Vanhooser reported to the Board that Restaurant Week was successful, but after 10 years, we need a new idea. She has not received all the invoices so she does not have a total number. Tracey Johns said that she thought the promotion was very good this year.

Travel Guide: The Travel Guide has finally gone to print. Ms. Vanhooser passed out a copy of the cover, which features a plein air artist painting on the banks of the Choptank River in Trappe. Ms. Vanhooser also announced that guide salesperson, Jennie Brady, had succumbed to cancer the previous week. The guides will be mailed on May 15 with the June issue of *Chesapeake Bay Magazine*. It will also go out to RFP next year.

Business Appreciation Breakfast: The Business Appreciation Breakfast was a fantastic event. The Board congratulated Kelley Cox and Amy Haines on their well-deserved awards. Everyone thought that Secretary Schulz's speech was excellent and uplifting.

- V.** Representatives from each of the towns reported on news and events taking place in their jurisdictions.
- VI.** Adjournment: The meeting adjourned at 9:38 a.m. The next meeting will be held on September 11 at 8:30 a.m.